

Casey estimate

PRELIMINARY PRODUCTION COST ESTIMATE
Marlboro Bar Night Interactive

Media Circus16 West 22nd Street
New York, NY 10010

Estimate Date: 6/20/95

Actualization Date:

TEAM: A

CLIENT/PARTNER: Philip Morris U.S.A.

PROJECT: Marlboro Bar Night Interactive

CONTACT: Marc Kuffler

PHASE: bid estimate

PRODUCER: John Bell

PHONE:

PHONE: 212.627.1900

JOB START 7/1/95

DELIVER 3/30/96

SUMMARY OF PRODUCTION COSTS/TIME

1. FILM PRODUCTION - see attached
2. KIOSK DESIGN & PRODUCTION - see attached
3. PRODUCTION/DESIGN BIBLE - O
4. 2D GRAPHICS PRODUCTION/DESIGN - P
5. 3D COMPUTER GRAPHICS - Q
6. SOUND DESIGN - R
7. EDITORIAL - S
8. PROGRAMMING - T
9. DIGITAL MEDIA - U
10. TESTING - V
11. SUPPORT & TRAINING - W
12. PRODUCTION FEE - Items 1-11/28%
13. SALES TAX - see attached

	EST. COST
	\$430,562.00
	\$620,000.00
	\$118,950.00
	\$298,600.00
	\$155,250.00
	\$111,000.00
	\$496,650.00
	\$11,000.00
	\$28,000.00
	\$67,300.00
Subtotal	\$2,337,302.00
	\$654,444.56
Total	\$2,991,746.56

COMMENTS: 1. see attached specifications

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PRODUCTION/DESIGN BIBLE - 0

	DAYS	RATE	ESTIMATE
750 Producer	190	\$700.00	\$133,000.00
751			
753 Art Director/Designer	190	\$900.00	\$171,000.00
754 Production Coordinator	190	\$300.00	\$57,000.00
755 Production Assistant			
756 Production Assistant			
757			
759 Writer #1	55	\$600.00	\$33,000.00
760 Writer #2			
762 Researcher #1	20	\$400.00	\$8,000.00
763 Researcher #2			
765 Content Expert	10	\$400.00	\$4,000.00
766			
767 Game Designer	190	\$900.00	\$171,000.00
768 Programmer 1			
769 Programmer 2			
770 Programmer 3			
771			
774 3D Artist 1			
775 3D Artist 2			
776 Storyboard Artist	20	\$600.00	\$12,000.00
777 Interface Designer	30	\$700.00	\$21,000.00
778 Meals & Transportation	100	\$100.00	\$10,000.00
SUBTOTALS - 0			\$620,000.00

2D GRAPHICS PRODUCTION/DESIGN - P

	HRS/DAYS	RATE	ESTIMATE
801 Mac Comp Frames	20	\$700.00	\$14,000.00
802 Mac Storyboard Design	20	\$700.00	\$14,000.00
803 Mac Motion Tests			
804 Mac Production - Artist 1	75	\$700.00	\$52,500.00
805 Mac Production - Artist 2			
806 Mac Production - Artist 3			
807 PC Production			
808 Scanning	5	\$700.00	\$3,500.00
809 Video Upload - D1	3	\$900.00	\$2,700.00
810 Video Upload - Beta SP	3	\$800.00	\$2,400.00
811 Camera			
812 Production Supplies	1	\$15,000.00	\$15,000.00
813 Research Materials	1	\$10,000.00	\$10,000.00
814 Bernoulli disks	10	\$200.00	\$2,000.00
815 Syquest disks	10	\$200.00	\$2,000.00
816 Prints	200	\$3.00	\$600.00
817 Download to D1			
818 Download to Beta SP			
819 Optical disks			
820 DAT tape (backup)	10	\$25.00	\$250.00
821			
822			
SUBTOTALS - P			\$118,950.00

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3D COMPUTER GRAPHICS - Q

	DAYS	RATE	ESTIMATE
823 Input Texture Mapping/Elements	10	\$1,000.00	\$10,000.00
824			
825 3D Animator 1	95	\$1,500.00	\$142,500.00
826 3D Animator 2	95	\$1,200.00	\$114,000.00
827			
828 Rendering	15	\$1,000.00	\$15,000.00
829 Ethernet Transfer	5	\$800.00	\$4,000.00
830 Download to Tape	5	\$900.00	\$4,500.00
831 Documentation	10	\$800.00	\$8,000.00
832 Exabyte	20	\$30.00	\$600.00
833			
SUBTOTALS - Q			\$298,600.00

SOUND DESIGN - R

	HOURS/UNITS	RATE	ESTIMATE
834 Music Scoring	1	\$80,000.00	\$80,000.00
835 Creative & Arranging	1	\$25,000.00	\$25,000.00
836 Stock Music			
837 Stock Music Edit*			
838 Studio Time*			
839 Musicians			
840 Cartage			
841 Sound Design			
842			
843 Sound Effects	1	\$20,000.00	\$20,000.00
844 Voice - Over			
845			
846			
847 Talent	1	\$5,000.00	\$5,000.00
848 Track Layup & Sweetening*			
849 Post	1	\$25,000.00	\$25,000.00
850 DAT Tape	10	\$25.00	\$250.00
851 2" Audio Tape			
852 Audio Cassettes			
853			
854			
855			
856			
SUBTOTALS - R			\$155,250.00

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EDITORIAL - S

	DAYS	RATE	ESTIMATE
857 Avid Editorial	15	\$1,200.00	\$18,000.00
858 Screen /Log Footage	2	\$1,000.00	\$2,000.00
859 Upload/Download Video	2	\$1,000.00	\$2,000.00
860			
861 D1 - Editorial	4	\$10,000.00	\$40,000.00
862 Kaleidoscope	4	\$4,000.00	\$16,000.00
863 additional machines			
864 Film to D1 transfer	2	\$15,000.00	\$30,000.00
865 Digitize footage - DDR/D1	2	\$1,500.00	\$3,000.00
866			
867			
868			
SUBTOTALS - S			\$111,000.00

PROGRAMMING - T

	HOURS	RATE	ESTIMATE
869 Programmer 1	175	\$1,200.00	\$210,000.00
870 Programmer 2	175	\$1,200.00	\$210,000.00
871 Programmer 3			
872 Media Manager	100	\$400.00	\$40,000.00
873			
874 3D Game Engine	1	\$35,000.00	\$35,000.00
875			
876			
877			
878			
879			
880			
881			
882			
883 Exabyte	30	\$30.00	\$900.00
884 DAT	30	\$25.00	\$750.00
SUBTOTALS - T			\$496,650.00

DIGITAL MEDIA - U

	UNITS	RATE	ESTIMATE
885 CD-ROM	25	\$150.00	\$3,750.00
886 D1	5	\$250.00	\$1,250.00
887 DAT	10	\$25.00	\$250.00
888 SYQUEST	25	\$200.00	\$5,000.00
889 OPTICAL DISK			
890 Beta SP tape	10	\$75.00	\$750.00
891			
892			
893			
SUBTOTALS - U			\$11,000.00

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TESTING - V

	UNITS	RATE	ESTIMATE
894 Prototype Testing	15	\$600.00	\$9,000.00
895 Final Q/A	15	\$600.00	\$9,000.00
896 Kiosk Testing	10	\$500.00	\$5,000.00
897 Field Testing	10	\$500.00	\$5,000.00
SUBTOTALS - V			\$28,000.00

SUPPORT & TRAINING- W

	DAYS	RATE	ESTIMATE
900 Phone Support	91	\$150.00	\$13,650.00
901 On-line Support	91	\$150.00	\$13,650.00
902 On-site Support	5	\$2,000.00	\$10,000.00
903 Training	9	\$2,000.00	\$18,000.00
904 Writer - documentation	20	\$600.00	\$12,000.00
905			
SUBTOTALS - W			\$67,300.00